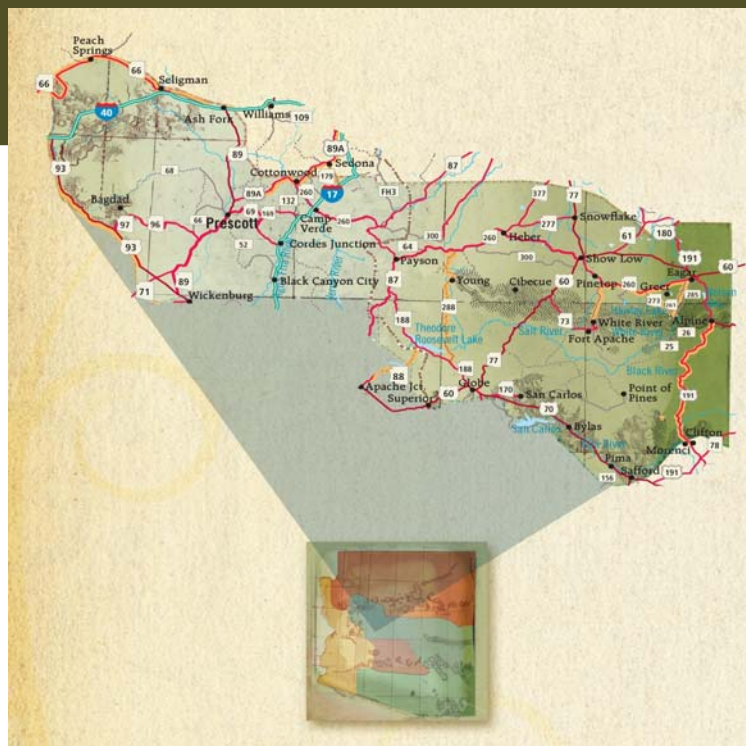


# North Central Arizona 2006 Tourism Facts

The North Central region offers recreation and entertainment getaways for each season. Throughout the summer, travelers go to high-country communities to enjoy rodeos and festivals. In the fall, the aspen leaves turn red and yellow, and in winter, residents and travelers enjoy the snow atop the White Mountains.



## Domestic Visitor Profile\*

Percent Share Overnight Domestic Leisure Visitation	5.1%
Average Age	47 years
Average Household Income	\$69,950
Average Party Size	2.4
Average Length of Stay	2.5 nights

## Quarter Trip Started\*

First Quarter	14%
Second Quarter	30%
Third Quarter	29%
Fourth Quarter	27%

## Top Leisure Activities\*

Hike/Bike	12%
Parks (National/State)	10%
Gamble	8%
Look at Real Estate	8%
Visit Historic Site	8%

## Cities

Camp Verde, Chino Valley, Clarkdale, Cottonwood, Eagar, Fort Apache, Jerome, Payson, Pinetop-Lakeside, Prescott, Show Low, Snowflake, Springerville, St. Johns, Strawberry

## Tribal Lands

San Carlos Apache Tribe, Tonto Apache Tribe, Yavapai-Apache Nation, Yavapai-Prescott Indian Tribe, White Mountain Apache Tribe

## Local Visitor Information Centers

Black Canyon City Tourist Office, Camp Verde Chamber, Chino Valley Chamber, Cottonwood Chamber, Payson-Rim Country Chamber, Pinetop-Lakeside Chamber, Prescott Chamber, Prescott Valley Chamber, Show Low Chamber, Snowflake/Taylor Chamber, and Springerville-Eagar Regional Chamber

Source: D.K. Shifflet and Associates, Ltd.,

\*Due to small sample sizes data was aggregated from years 2003-2006.

# North Central Arizona 2006 Tourism Facts

## Visitor Demographics:

Age of Respondent*	
Average Age	47 years
18-34 years	34%
35-54 years	32%
55+ years	34%

Education*	
No College education	32%
Some College	40%
College Degree	15%
Post College Degree	13%

Household Income*	
Average HH Income	\$69,950
Under \$75,000	59%
\$75,000 or more	41%

Traveling Party*	
One Adult	18%
Couples (M/F)	40%
Two Males or Two Females	7%
Three or more Adults	6%
Families	29%

## Trip Behavior:

Accommodations*	
Paid Accommodations	42%
Non-Paid Accommodations	54%

Top Origin Markets*	
Phoenix, AZ	56.0%
Las Vegas, NV	8.3%
Los Angeles, CA	8.3%
Tucson (Sierra Vista), AZ	6.0%
San Francisco-Oakland-San Jose, CA	2.8%
San Diego, CA	2.5%
Portland, OR	2.2%
Sacramento-Stockton-Modesto, CA	1.9%
Albuquerque- Santa Fe, NM	1.6%
Dallas-Fort Worth, TX	1.3%

Main Mode of Transportation*	
Air Travel	4%
Auto Travel	87%
Other Transportation	9%

Leisure Purpose of Stay*	
Vacation (NET)	39%
Getaway Weekend	28%
General Vacation	11%
Non-Vacation (NET)	61%
Visit Friend/Relative	40%
Special Event	12%
Other Personal	9%

Source: D.K. Shifflet and Associates, Ltd.,

\*Due to small sample sizes data was aggregated from years 2003-2006.

# North Central Arizona 2006 Tourism Facts

## Economic Impact of Travel:

### Total Direct Travel Spending/Employment/Taxes Generated by Travel Spending

Counties in North Central Arizona*	Total Direct Spending (\$ million)	Earnings (\$ million)	Employment (jobs)	Local Taxes (\$ million)	State Taxes (\$ million)	Total Taxes (\$ million)
Gila	241.1	59.6	2,840	3.2	7.0	10.2
Graham/Greenlee	44.8	11.2	1,130	1.1	1.9	3.0
Yavapai	682.1	182.5	8,970	15.4	23.3	38.7

### Visitor Spending by Commodity Purchased

Counties in North Central Arizona*	Lodging (\$ million)	Food & Beverage Service (\$ million)	Food Stores (\$ million)	Ground Trans. & Motor Fuel (\$ million)	Arts, Entertainmt & Recreatn (\$ million)	Retail Sales (\$ million)	Air Transport (visitors only) (\$ million)
Gila	19.1	45.6	12.9	17.6	101.4	44.4	0.0
Graham/Greenlee	9.0	11.2	1.4	10.2	6.1	6.9	0.0
Yavapai	109.8	172.0	35.6	49.9	176.9	137.0	0.1

Source: Arizona Travel Impacts, Dean Runyan Associates

## Lodging:

Counties in North Central Arizona*	Occupancy		Average Daily Rate (ADR)		Revenue Per Available Room (RevPAR)	
	%	Change over 2005	\$	Change over 2005	\$	Change over 2005
Gila	65.3%	3.0%	\$64.78	8.6%	\$42.31	11.9%
Graham	72.5%	15.6%	\$65.02	10.4%	\$47.12	27.7%
Yavapai	67.9%	4.1%	\$106.91	7.0%	\$72.62	11.4%

Note: there was no lodging activity reported for Greenlee County

Source: Smith Travel Research

- In 2006, Gila County's occupancy increased 3.0% over YE 2005 to 65.3%. Occupancy was driven by room demand which increased 3.0% to 272,745 rooms in 2006.
- Graham County's occupancy increased an impressive 15.6% to 72.5%. This was due to the increase in demand at 15.6% from YE 2005 to 99,990 rooms in 2006.
- Yavapai County's occupancy increased 4.1% over YE 2005 to 67.9%. This was due to room demand which increased 4.9% to 1.1 million rooms in 2006.

\* The North Central region is a marketing area created by the Arizona Office of Tourism. The counties in this report are not completely synonymous with the North Central region.

# North Central Arizona 2006 Tourism Facts

## National Parks:

National Parks in North Central Arizona:	2006 Visitation	% Change from 2005
Montezuma Castle NM	589,562	-5.3%
Tuzigoot NM	115,213	6.4%
Tonto NM	63,733	-15.2%

National Parks in the North Central Region of Arizona represent:

- 3 of the 21 National Parks in Arizona
- 6.7% of total visitation to Arizona National Parks

*Source: National Park Service*

## State Parks:

State Parks in North Central Arizona:	2006 Visitation	% Change from 2005
Dead Horse Ranch SP	107,230	17.6%
Fool Hollow Lake SP	91,259	7.2%
Fort Verde SP	16,394	-8.7%
Jerome SP	59,106	3.0%
Lyman Lake SP	34,628	-23.7%
Red Rock Crossing SP	78,175	4.9%
Tonto Natural Bridge SP	94,298	6.4%

### TOP VISITED STATE PARKS IN NORTH CENTRAL ARIZONA

1. Dead Horse Ranch SP	107,230
2. Tonto Natural Bridge SP	94,298
3. Fool Hollow Lake SP	91,259
4. Red Rock Crossing SP	78,175
5. Jerome SP	59,106

State Parks in the North Central Region of Arizona represent:

- 7 of the 28 Arizona State Parks
- 19.4% of total visitation to Arizona State Parks

*Source: Arizona State Parks*

## Top Attractions:

Top Five Natural Attractions in North Central Arizona	2006 Visitation
Montezuma Castle National Monument	598,182
Tuzigoot National Monument	115,452
Dead Horse Ranch State Park	107,230
Tonto Natural Bridge State Park	94,298
Red Rock State Park	78,175

Top Three Private Attractions in North Central Arizona	2006 Visitation
Sunrise Park Resort	153,924
Verde Canyon Railroad	99,934
Arcosanti	45,000